



February 28, 1996

Brands

cc: *Judy*

c/m: 2-29-96

M. D. McGOVERN
Account Manager
227A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
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BOSTON, NY, PHILADELPHIA, BUFFALO R.O.U.'S

TO: ALL SALES & RETAIL REPRESENTATIVES WITH ACCOUNTS SERVICED BY
GEORGE MELHADO & CO. - Acct #409680

FROM: M. D. MCGOVERN

SUBJECT: GEORGE MELHADO & CO. -- PRIVATE LABEL INTRODUCTION

Ladies and Gentlemen:

George Melhado & Company will begin the introduction of *Extra Value* on March 1, 1996. Melhado sales representatives will be discussing with retailers the advantages of an RJR Private Label with regard to the impact on RJR volume for contract purposes and the additional levels of Accrual available, based on each account's pricing strategies (*Extra Value* will have the lowest cost of any brand available from Melhado).

During normal coverage, please be sure to discuss the advantages of *Extra Value* with your accounts. Should you have any accounts interested in carrying *Extra Value*, please contact George Melhado & Company at 617-784-5550 and notify them of the account or place the order with the attached item numbers.

George Melhado & Company is extremely interested in working with R. J. Reynolds to make *Extra Value* successful and I am asking for all of us to give Melhado our support at retail.

To make advertising brand specific, below are order #'s for:

Large Pack Sticker	395386
Small Pack Sticker	395397

In advance, thank you for your assistance and should you have any questions, please contact me.

Sincerely,

Mitch

M. D. McGovern

MDM/nsk

c: RFK; MAB; SWM; DM's; RM's

1636-DM
RM
2
3
4
7
20
22
26

1638-DM
RM
2 *25*
5 *26*
6 *30*
7
8
3
21
22
23

51854 7992

GEORGE MELHADO & CO.

INTRODUCES ***EXTRA VALUE***

RETAILER DELIVERED PRICE

<u>MA</u>	<u>CT</u>	<u>RI</u>	<u>ME</u>	<u>NH</u>	<u>VT</u>	<u>NY</u>	<u>NJ</u>
12.78	13.19	13.81	10.82	9.69	12.18	13.45	11.88

GEORGE MELHADO ORDER NUMBERS:

DISPLAYS

<u>TEMPORARY</u>			<u>PERMANENT</u>	
Small Dump Bin	20649		6-Tray - 90 Pack Display (unassembled)	20653
Large Dump Bin	20648		Modular Carton Display (unassembled)	20654

EXTRA VALUE ORDER NUMBERS:

Full Flavor	67443		Menthol Light	67445
Full Flavor 100	67442		Menthol Light 100	67444
Light	67447		Full Flavor Menthol	67438
Light 100	67446		Full Flavor Menthol 100	67437
Ultra Light	67441		Non Filter	67439
Ultra Light 100	67440			